



AFRICAN AMERICAN **CULTURAL CENTER**

June 25, 2019

Presented by: Joy Bailey-Bryant and Kathleen Brown

Lord Cultural Resources



WELCOME AND INTRODUCTIONS



AGENDA

5:00 pm

Context for the Long Beach African American Cultural Center
and
Precedents: African American Cultural Spaces across the US

5:50 pm

Break

6:00 pm to 6:30 pm

Group Discussions

6:30- 7:00 pm

Reportback

7:00 pm to 7:45 pm

Plenary discussion and priority-setting

7:45- 8:00 pm

Conclusion and Next Steps



PURPOSE OF TODAY'S MEETING

- Explore trends in cultural programs, audience expectations, and the opportunities and challenges of operating a cultural center
- Stimulate thinking about future programming and activities
- Discuss what is needed in Long Beach in an African American cultural center, and where it could best be located
- Determine the priorities for what needs to be in the African American Cultural Center of Long Beach

STUDY PROCESS

Phase 1:
Community
Engagement




Phase 2:
Development
Plan



Phase 3:
Capital Cost
and Projections

- Vision Workshop
- Contextual Analysis
- Best Practice Research and Market Analyses

- Assumptions
- Order of Magnitude Capital Cost Estimate
- Operating Revenue and Expense Projections



CONTEXT FOR THE LONG BEACH AFRICAN AMERICAN CULTURAL CENTER

LONG BEACH IN CONTEXT

RESIDENT MARKET: OVERVIEW



Long Beach
469,793

Orange County
3.17 million

Los Angeles- Long Beach- Anaheim MSA
13.2 Million

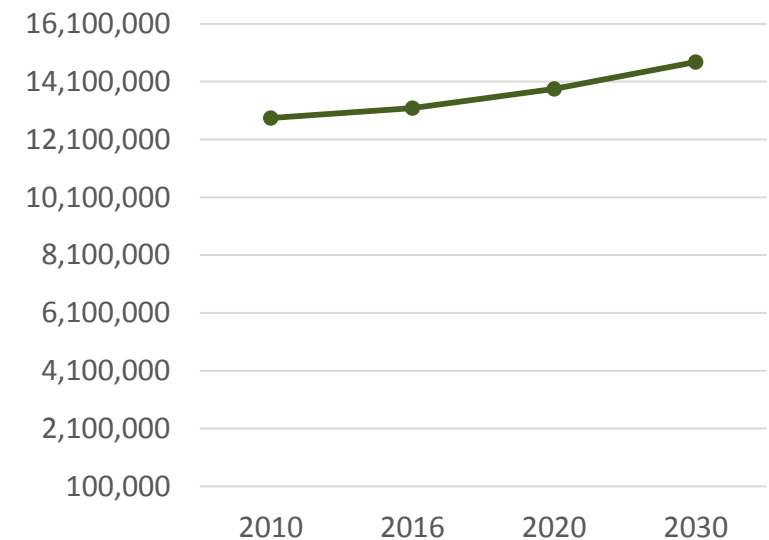
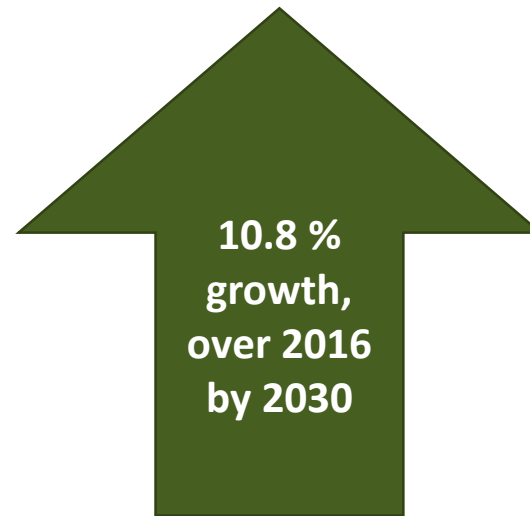
State of California
38.6 Million

LONG BEACH IN CONTEXT

RESIDENT MARKET: GROWTH

Growth for the Los Angeles- Long Beach- Anaheim MSA is projected to reach 10.8% by 2030:

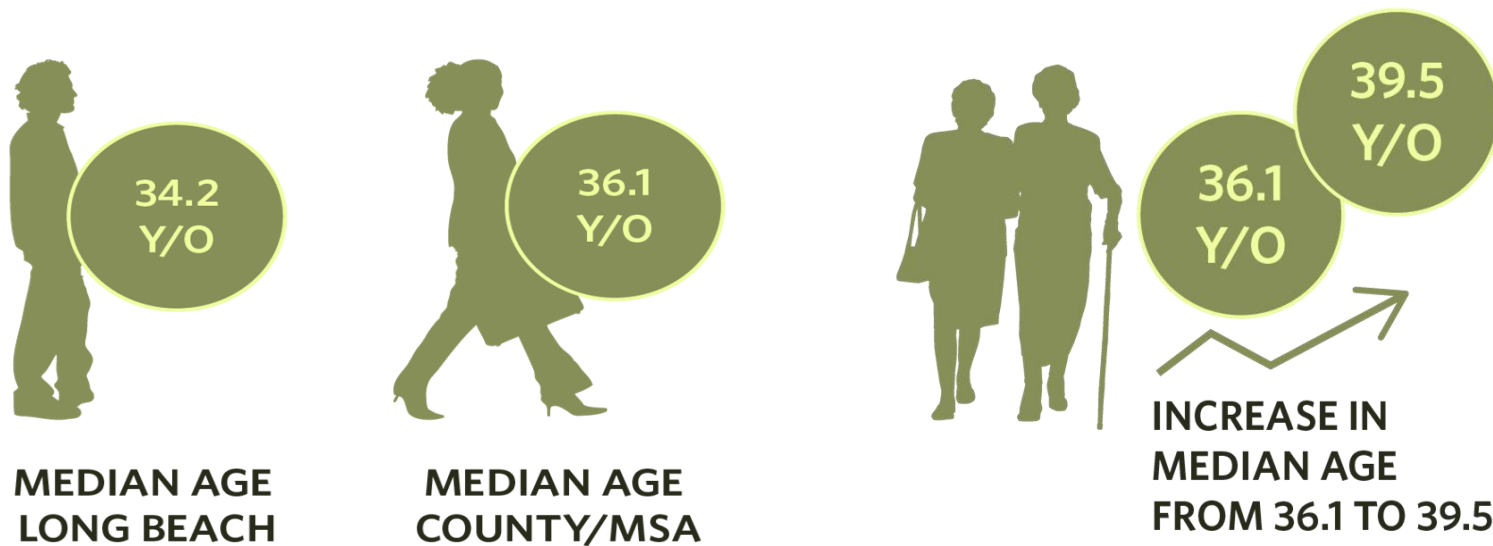
2010: 12,844,370
2016: 13,189,366
2020: 13,848,170
2030: 14,780,820



LONG BEACH IN CONTEXT

RESIDENT MARKET: AGE

- Long Beach's median age is younger than the MSA, State and Country.
- MSA is projected to get older



LONG BEACH IN CONTEXT

RESIDENT MARKET: ETHNICITY

- The MSA has a more diverse population with significantly larger Hispanic populations
 - However, Long Beach has a much higher African American/Black population
 - And a much higher Native American population



13% Long Beach

6.7% MSA

AFRICAN AMERICAN/BLACK POPULATION



42.4% Long Beach

45.0% MSA

HISPANIC POPULATION



1.2% Long Beach

0.6% MSA

NATIVE AMERICAN POPULATION

LONG BEACH IN CONTEXT

RESIDENT MARKET: EDUCATION & INCOME



EDUCATION

Long Beach: 29.5% with BA or higher

MSA: 32.6% with BA or higher

Source: US Census, 2016 ACS 5-Year Population Estimate



MEDIAN HOUSEHOLD INCOME

Long Beach: \$55,151

MSA: \$62,216

Source: US Census, 2016 ACS 5-Year Population Estimate



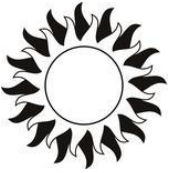
Long Beach: 133,329

MSA: 3,597,487

Source: Population 3 years and over enrolled in school,
US Census, 2016 ACS 5-Year Population Estimate

LONG BEACH IN CONTEXT

TOURIST MARKET: OVERVIEW



345 days of sunshine per year



11.5 miles of sandy beaches, inland waterways and bays



500,000 cruise passengers per year



7.2 million visitors to Long Beach's major attractions, fairs and festivals



\$300 million in economic impact through overnight visitors



7th largest city in California



AFRICAN AMERICAN CULTURAL SPACES

EVOLUTION OF THE AFRICAN AMERICAN MUSEUM

Over 800 museums and related centers in the U.S. dedicated to interpreting the experience of people of African descent. There have been three generations of such museums:

1860 - 1920

Educational Spaces

- Black museums began as educational spaces
- Hampton University Curiosities Room
 - New York librarian Arturo Schomburg's collection

1965 - 1989

Social Service Conduits

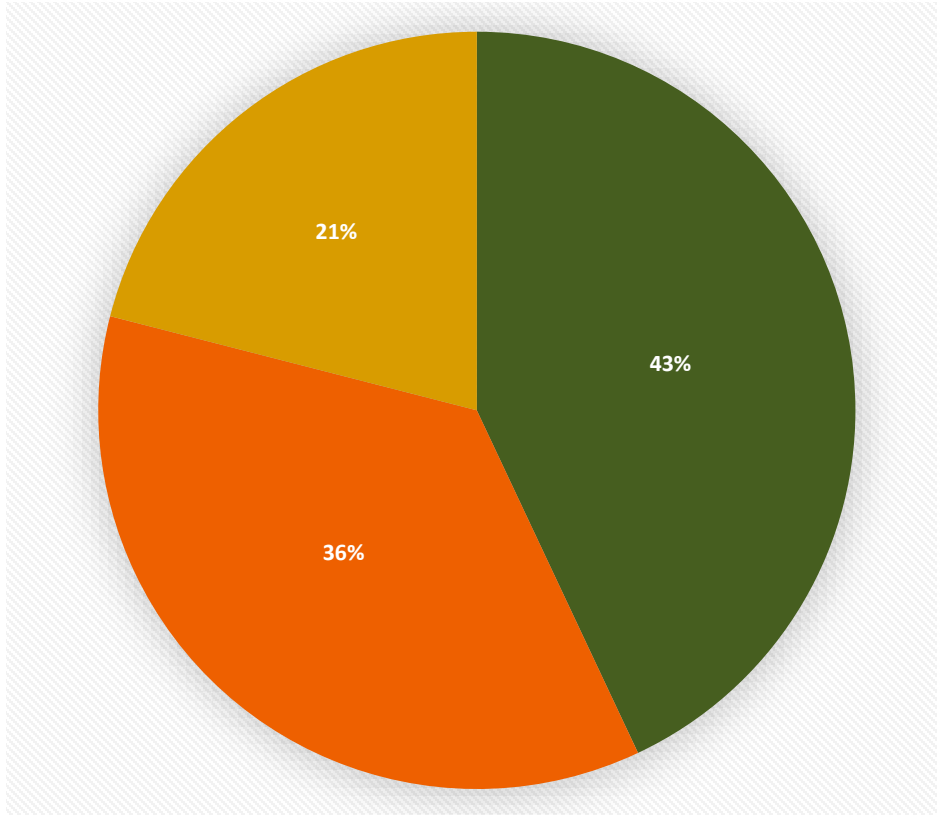
- Emerged mid-century for empowerment of growing black & urban populations, reinforcing the value of black communities, instilling pride in black youth, and sustaining black history, culture, and art.
- DuSable Museum in Chicago
 - Charles H. Wright Museum in Detroit

1990 - present

Purpose-Built Facilities

- Today museums commemorate the success of the black civil rights movement, celebrate success, and share stories of struggle
- Occupy purpose-built facilities
 - Attract tourists
 - California African American Museum
 - National Civil Rights Museum at Lorraine Motel
 - Birmingham Civil Rights Institute

BENCHMARKS



According to last comprehensive survey of Association of African American Museums, the average sources of operating income for African American Museums is:

- 43% private/endowment
- 36% earned
- 21% from government sources.



African American Museums ...

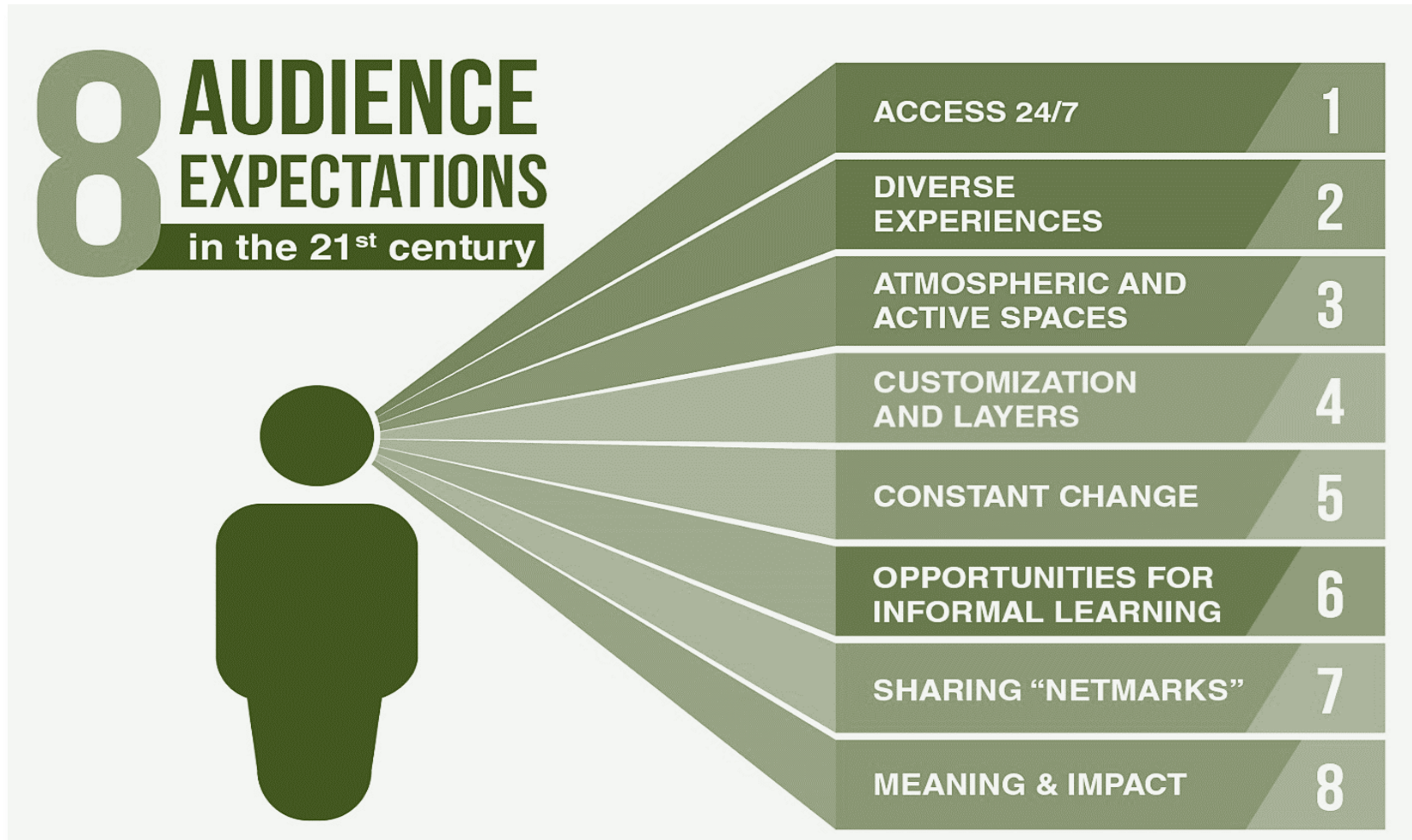
- **Small and underfunded:** half of facilities are less than 5,000 sq. ft., have three or less full-time employees, and annual operating budgets of under \$200,000.
- **Offer gift shops/stores:** only 40% of African American organizations did not have a gift shop/store.
- **More likely to offer free admission:** 53% offered free admission while 47% charged admission.
- **Closed to the public on Sundays and/or Mondays:** only 34% were open on Sundays, 46% on Mondays.
- **Relatively low attendance levels:** About half reported attendance levels of less than 10,000. Only about 10% reported at least 100,000 annual visitors.
- **Small operating budgets:** Only 14% had operating budgets of \$1 million or more.
- **Rarely have endowments:** Only 17% had any endowment at all, and only 6% had an endowment of \$500,000 or more.

Source: the Association of African American Museums (AAAM) 2008 comprehensive survey



REALITIES OF THE CULTURAL MARKETPLACE

TODAY'S CULTURAL VISITOR



OVERALL MUSEUM MARKET

Realities of the Museums Marketplace	Art Museum	History Museum or Historical Society	Specialized Museum	Overall 2009 Survey
Sample Size	156	190	73	671
Attendance	44,878	10,000	22,000	26,500
Adult Admission Charge	\$8.00	\$5.00	\$7.00	\$7.00
Operating Income	\$2,379,176	\$260,000	\$602,080	\$1,168,559
Sources of Operating Revenues				
Earned Income as % Total	21.5%	24.0%	33.2%	27.6%
Private Donations %	46.6%	31.0%	37.7%	36.5%
Investment Sources %	18.6%	8.5%	9.3%	11.5%
Government Sources %	13.3%	36.4%	19.9%	24.4%
Endowment	\$9,744,500	\$526,500	\$2,526,508	\$2,825,075
Sources of Operating Expenses				
Operating Expenses	\$2,317,675	\$262,206	\$778,859	\$1,166,000
Staff Salaries as a % of Total Expenses	48.6%	50.8%	39.9%	49.9%
Collections Care as a % of Total Expenses	6.4%	8.5%	10.0%	8.0%
Marketing Budget as a % of Total Expenses	4.4%	2.2%	4.0%	4.1%
Staffing				
Full-time Staff	15	2	5	7
Part-time Staff	9	2	4	5
Staff FTEs	20	3	7	10



BEACON MUNICIPAL CENTER

Decatur, GA

BEACON MUNICIPAL CENTER

Relevance

- Environment: City of Decatur has a population of 27,842 (2010 census), where 42% of the population identify as African American, and 52% identify as white. (2017 American Community survey)
- Community engagement
 - Community and public spaces, including a library and gymnasium
 - Outdoor lawn and plaza area for performances, movies and other community events
 - Living museum honoring alumni of the Herring Street, Trinity High and Beacon Schools that were located there in the 1960's.





BEACON MUNICIPAL CENTER: A *LIVING* MUSEUM

Overview

LOCATION: Decatur, Georgia

FOUNDED: 2015

FACILITY: Totaling 84,377 square feet, includes

- Police headquarters: new 33,000 square foot building 200-seat state of the art courtroom, holding cells and 911 call center,
- Decatur City Schools: public meeting room for the schoolboard, teachers' training room, and double height space for staff offices
- Parks and Rec: preservation of 20,000 square feet of the historic 1950's school library and gymnasium for city youth programs
- Community Services: adaptive reuse of 25,000 square

foot of former classroom space as an incubator for non-profit groups and local artists

COLLECTION: Heritage exhibits

TOTAL ATTENDANCE: N/A

HOURS: Plaza is open from sunup to sundown

ADMISSION: Always free

FINANCIALS: N/A

BEACON MUNICIPAL CENTER

Facilities

- Site was home to Decatur's segregated African American public schools – Herring Street School, Beacon Elementary, and Trinity High School
- Now a recreation center, with the existing gym, library and school building as a “living museum.”
- Original building facades facing the adjacent neighborhood corner were preserved while creating a new gym at the street level.
- A courtyard offering children a sheltered and private place to gather, play, and learn.
- A basketball court and gymnasium.







BEACON MUNICIPAL CENTER

FDC
↑







City of Decatur
Beason Municipal Center
2013-2015

Karin A. Cunningham, Mayor pro tem	James A. Boudin, Mayor	Paul C. Boudin, Commissioner
Scott B. Dobb, Commissioner	Bligh Harris, Deputy City Manager	Paul M. Harris, Commissioner
Poppy Martin, City Manager	Anthony Powell, Assistant City Manager	
David Ingram, Assistant City Manager	Chris White, Children & Youth Services Director	
J. Michael Boudin, Police Chief	Gregory White, Justice Liaison Director	

City of Decatur
C. Garrett Ginter, Chair

John P. Boudin, Vice Chair	James L. Boudin, Board Member
Leona Boudin, Board Member	Bonnie J. Boudin, Board Member
Yvonne L. White, Board Member	Bill L. White, Board Member

Dr. Philip A. Edwards, Superintendent

Executive Board Members
Executive Council and Community Engagement
Executive Committee and Community Engagement
The Public Company, Community Service



hard work

"Happiness depends not on one's position, but his disposition in life."
Herring Street Class Motto, 1944

respe

Clarence Scott

Longtime teacher and Herring Street Class member, Clarence Scott, was a dedicated educator and community leader. He was a member of the Herring Street Class and a member of the Herring Street Class.

Anthony Austin

Harold Chandler



Let this be something more than a room with four corners. Let it be a place with windows or doors, more than a home to keep us warm, but for the nurturing of minds for growth in the fields of...

—Understanding service in Beacon Elementary School on the site of learning

1900



Beacon Elementary School in 1900

1940



Beacon Elementary School in 1940

1950



Beacon Elementary School in 1950

1830
1860



Beacon Elementary School in 1830 and 1860

1960



Beacon Elementary School in 1960


Integration and Aftermath

More than a decade after segregated schools were ruled unconstitutional, the City Schools of Decatur began a gradual process of desegregation. When the new Decatur High School opened in 1961, 26 African American students were enrolled. Parents involved in the Bi-Racial Advisory Committee worked toward the peaceful integration of the school system.


In 1966, thirty teachers Bob Bailey, Julian Relf, Clifford Chandler, and Alva Alden were transferred to Decatur High. Initially appointed to classes of exclusively African American students, African American teachers were eventually assigned integrated classes.

Thirty High was officially closed in 1967 and all of its students were incorporated into Decatur High. Beacon Elementary remained open until 1972 when the City of Decatur received a court order to completely desegregate its schools. Over one hundred the school districts, classes, and bus routes were changed and Beacon students were divided among Westchester, Glenmont and Glenwood Schools. The Beacon School officially closed in 1977.

Following the integration of Decatur's public schools, the former buildings of Beacon and Tenney remained an important landmark for the city's African American community.



TYLER



Map of Decatur showing the location of Beacon Elementary School and other landmarks.



A Community Uprooted

The project to build the I-75 corridor through Decatur, Georgia, was a major transportation project that displaced many families and businesses. The project was part of a larger effort to improve the highway system in the Atlanta area. The project was completed in the 1960s and 1970s. The project was a major achievement for the state of Georgia. The project was a major achievement for the state of Georgia. The project was a major achievement for the state of Georgia.

When the I-75 corridor was built in the 1960s, families and businesses were again displaced to make way for the new highway. The project was a major achievement for the state of Georgia. The project was a major achievement for the state of Georgia. The project was a major achievement for the state of Georgia.

Decatur's African American community lost the destruction of their homes and businesses with the project. The project was a major achievement for the state of Georgia. The project was a major achievement for the state of Georgia. The project was a major achievement for the state of Georgia.





BEACON MUNICIPAL CENTER

Programs

- Heritage exhibits throughout the complex.
- Open houses and tours.
- Community events, performances, and movies on the lawn.
- After school and weekend programs
- Incubator space for non-profit groups and local artists.
- “Sidewalk Saturdays”





CALIFORNIA AFRICAN AMERICAN MUSEUM

Los Angeles, CA

CALIFORNIA AFRICAN AMERICAN MUSEUM

Relevance

- Environment: Los Angeles has a population of 3,792,621 (2010 census), where 9% of the population identify as African American, 45% identify as minority races, and 52% identify as white. (2017 American Community survey)
- Located in LA's Exposition Park.
- Community Engagement: actively participates in the local community through family programs, art-making, tours, and genealogy workshops. They are particularly focused on creating programs for under-represented communities.





CALIFORNIA AFRICAN AMERICAN MUSEUM

Overview

LOCATION: Los Angeles

FOUNDED: 1977

SIZE: 44,000-square-foot facility

MISSION: To support the work of under-represented artists of color and to think expansively about the way African American artists have contributed to American culture and the world at large.

MANDATE: To research, collect, preserve, and interpret for public enrichment the history, art, and culture of African Americans with an emphasis on California and the western United States.

COLLECTION: 4,000 objects in permanent collection

BOARD SIZE: 6

STAFF SIZE: 14

TOTAL ATTENDANCE: N/A

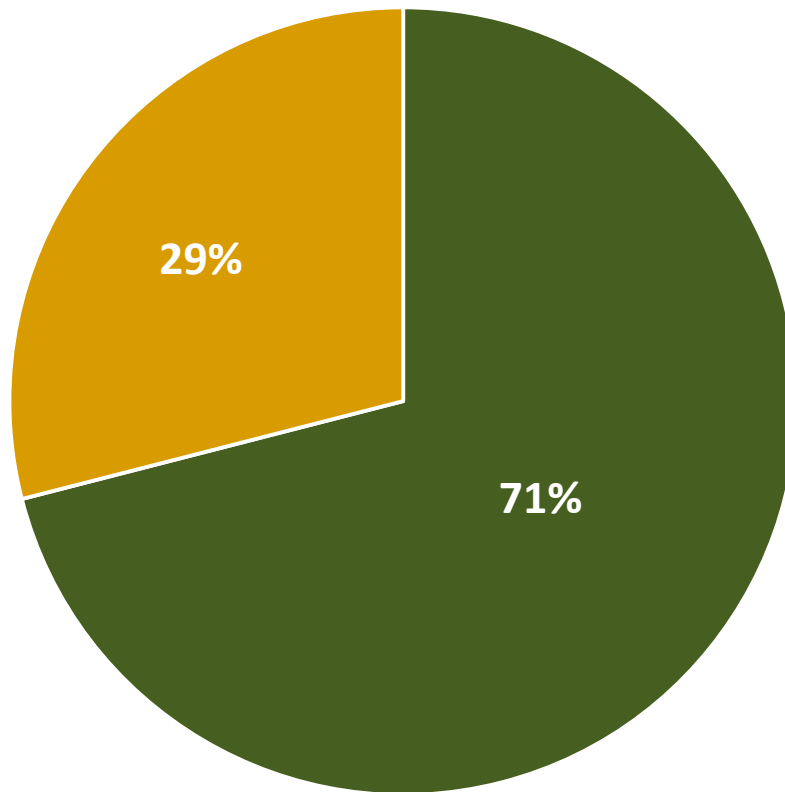
HOURS: Tuesday – Saturday: 10 am – 5 pm, Sunday: 11 am – 5 pm

ADMISSION: Always free; parking is \$12

FINANCIALS: Operating budget of \$3.5 million per year

CALIFORNIA AFRICAN AMERICAN MUSEUM

Funding Sources



■ \$2.5 million in Government funding & grants

■ \$1 million in private funding, rental income, and earned income from "Friends of CAAM Foundation"

Total operating budget of \$3.5 million per year

Source:

latimes.com/entertainment/arts/culture/la-et-cm-california-african-american-museum-charmaine-jefferson-director-20140717-story.html

CALIFORNIA AFRICAN AMERICAN MUSEUM

Facilities

- A 13,000-square-foot grand lobby with glass ceilings
- A multipurpose 3,000-square-foot conference center
- A café
- A research library
- An extensive outdoor patio area
- Part of the 160-acre site “Exposition Park,” that includes The California Science Center, The Natural History Museum, The Exposition Park Rose Garden, Lucas Museum of Narrative Art (in progress), The Los Angeles Memorial Coliseum, and the Banc of California Stadium.




CALIFORNIA AFRICAN AMERICAN MUSEUM

Programs

- Traveling exhibitions
- Talks and workshops
- Docent-led collection tours
- After-hours museum summer nights
- Children's crafts
- Needle-work, sketching, collage and zine-making workshops
- Heritage/community days
- Genealogy workshops
- Art poetry and performances
- Film screenings
- Queensfest 2019 (educating, entertaining, and empowering young creative women of color)





AUGUST WILSON AFRICAN AMERICAN CULTURAL CENTER

Pittsburgh, PA

AUGUST WILSON CENTER

Relevance

- Environment: Pittsburgh has a population of 305,704 (2010 census), where 24% of the population identify as African American, and 67% identify as white. (2017 American Community survey)
- Part of the Pittsburgh Cultural District.
- Community Engagement: hosts the public through extensive community programming, art-making, and discussions on race, within dynamic exhibition and educational spaces.





AUGUST WILSON CENTER

Overview

LOCATION: Pittsburgh, PA

FOUNDED: 2009

SIZE: 65,000 square feet

MISSION: To be a home for the arts, storytelling, learning and exchange around the African American experience and the rich culture of the African diaspora, guided by the enduring truths and essential values evident in the work of playwright August Wilson.

COLLECTION: Only temporary exhibitions

BOARD SIZE: 9

STAFF SIZE: 27

TOTAL ATTENDANCE: 75,000 in 2018

GALLERY HOURS: Wednesday, Thursday: 11 am - 6 pm; Friday, Saturday: 11 am - 8 pm; Sunday: 12 pm - 5 pm

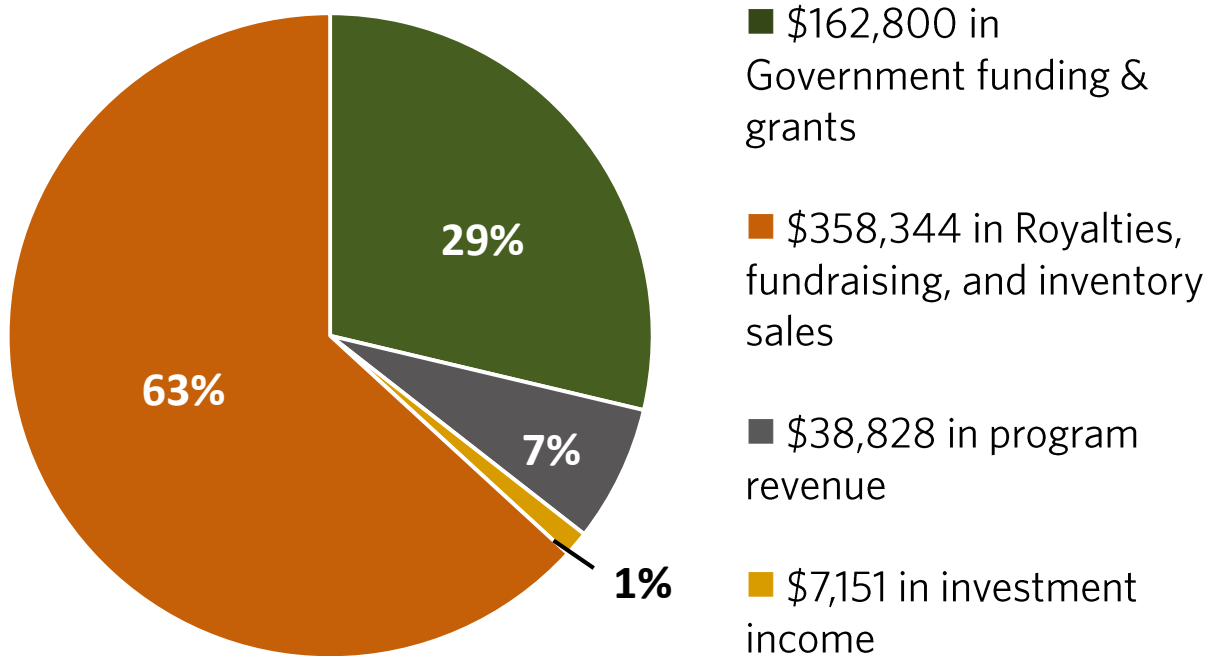
ADMISSION: Galleries are always free; performances and events tickets are based on the performing group.

FINANCIALS: In 2014, the Center faced bankruptcy, mortgage default and foreclosure. The center was then purchased by a nonprofit consortium consisting of The Pittsburgh Foundation, The Heinz Endowments and the Richard King Mellon Foundation. Had an operating budget of \$2.3 million in 2017.

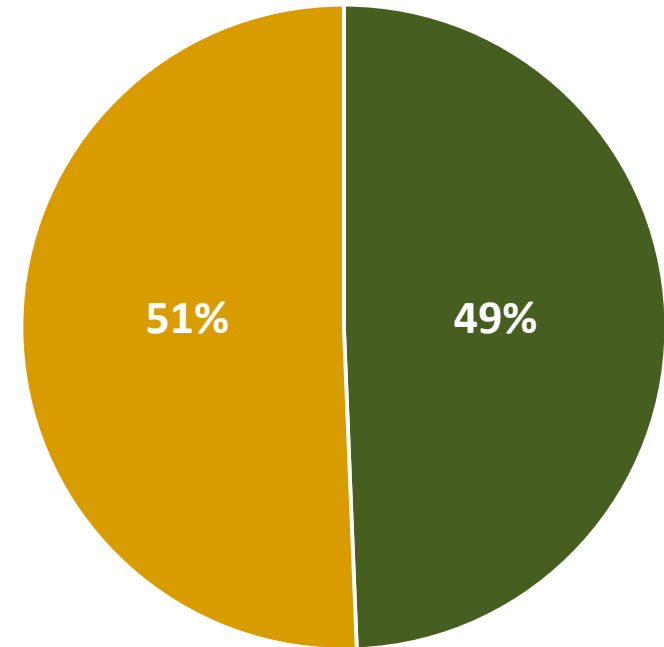
AUGUST WILSON CENTER

Funding Sources

2014: Total revenue of \$567,123



2015: Funds received to revitalize center



- \$5,800,000 from donors and private sponsors
- \$5,950,000 from Government agencies

Sources: Guidestar- AWC-AAC 990 completed in 2015;
post-gazette.com/business/2014/11/05/Dollar-Bank-sells-August-Wilson-Center-to-three-Pittsburgh-foundations/stories/201411050250

AUGUST WILSON CENTER

Facilities

- Building holds three gallery spaces, a 486-seat performance theater, an education center, and spaces for community programs and events.
- No on-site parking but many parking options in the neighbourhood
- Part of the Pittsburgh Cultural District: 14 blocks of multiple theaters, art galleries, public art projects, urban parks and riverfront recreation spaces. Once a red light district, the Cultural District today attracts over 2,000,000 visitors annually generating an estimated economic impact of \$303 million.



AUGUST WILSON CENTER

Programs

- Exhibitions and receptions
- Theater performances
- Artist talks and workshops
- Art-making
- Community programs
- Panel discussions on race
- Poetry and writing workshops
- Book signings
- Youth summer camps
- Concerts and performances (including the Pittsburgh International Jazz Festival)





INTERNATIONAL AFRICAN AMERICAN MUSEUM

Charleston, SC

INTERNATIONAL AFRICAN AMERICAN MUSEUM

Relevance

- Environment: Charleston has a population of 120,083 (2010 census), where 22% of the population identify as African American, and 74% identify as white. (2017 American Community survey)
- Community Engagement: The site is a combination of public spaces (including many outdoor spaces that can be activated) and exhibition spaces where audiences can participate, including a Center for Family History where visitors can trace their family history.





INTERNATIONAL AFRICAN AMERICAN MUSEUM

Overview

LOCATION: Charleston, South Carolina

FOUNDED: Projected to open doors in 2021

SIZE: 33,500 square feet

MISSION: To illuminate the influential histories of Africans and their descendants in South Carolina, highlighting their diasporic connections throughout the nation and the world.

MANDATE: To commemorate and celebrate the foundational role that Africans and their descendants played in the making of America.

COLLECTION: TBD

BOARD SIZE: 33

STAFF SIZE: 8 (before building opening)

TOTAL ATTENDANCE: N/A

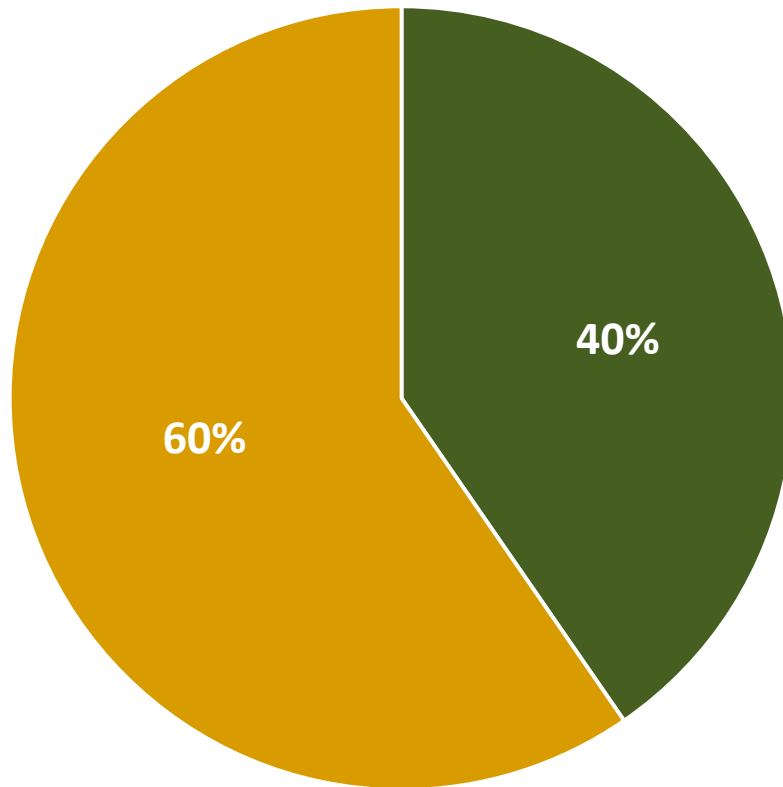
HOURS: TBD

ADMISSION: TBD

FINANCIALS: projected \$5.2 million for opening year

INTERNATIONAL AFRICAN AMERICAN MUSEUM

Funding Sources



■ projected Government funding, private contributed income, endowments

■ projected earned income (admissions, memberships, programs, rentals)

INTERNATIONAL AFRICAN AMERICAN MUSEUM

Facilities

- Building holds various gallery spaces
- Center for Family History including Story Booth
- Social Justice Lab (home to changing exhibits)
- Orientation Theater
- Also includes studio spaces, a café, two public balconies, gift shop
- Outdoor spaces include a Memorial Garden, boardwalk, palm grove, stele terrace, and sweetgrass field





TEMPORARY GALLERY



CENTER FOR FAMILY HISTORY



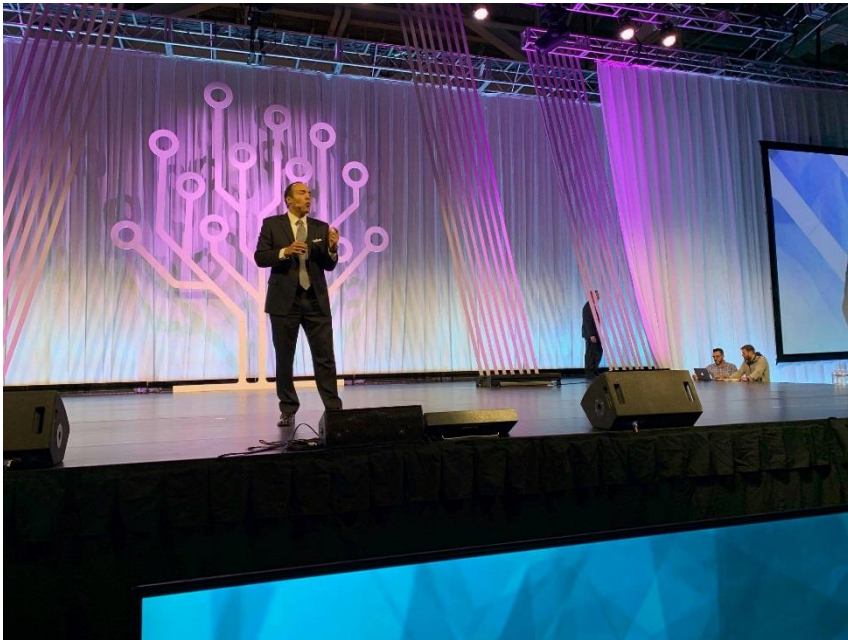
CAROLINA GOLD



INTERNATIONAL AFRICAN AMERICAN MUSEUM

Programs

- Permanent historical exhibitions (Atlantic Connections Gallery)
- Temporary exhibitions
- Film screenings
- Community events
- “Studio Time” workshops
- Lectures and performances
- Dialogue sessions and workshops
- ...More TBD



SUMMARY OF BENCHMARKS

Institution	Opened	Size	Board Size	Staff Size	Yearly Attendance	Admission Cost	Annual Operating Budget
Beacon	2015	84,377 square feet	N/A	N/A	N/A	Free	N/A
CAAM	1977	44,000 square feet	6	14	N/A	Free	\$3.5 million
August Wilson	2009	65,000 square feet	9	27	75,000	Free	\$2.3 million
IAAM	2021	33,500 square feet	33	8	N/A	TBD	N/A



BREAK



GROUP EXERCISES AND DISCUSSIONS

YOUR TURN: Group Discussions

1. Find your group
2. Select a Group Reporter and Recorder
3. Discuss the following questions:
 - What benefits would an African American Cultural Center bring to the city of Long Beach? Tangible (services, revenue, etc.) and intangible (pride, legacy, etc.)
 - What should be the primary components of the AACCC that reflect the consultation outcomes?
4. Report back



PLENARY DISCUSSION AND “DOT” EXERCISE:

In light of limited resources, what should be the priority order of development of the components?



CONCLUSION & NEXT STEPS

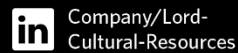


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